

Oct 23, 2015

New York State Department  
of Environmental Conservation  
Division of Materials Management  
Pesticide Product Registration

**12455-90**

Printed at 100% size on this 11"x 8.5" sheet

**DIRECTIONS FOR USE**

It is a violation of Federal law to use this product in a manner inconsistent with its labeling.

**READ THIS LABEL:** Read this entire label and follow all use directions and use precautions. Use only for the sites, pests, and application methods described on this label.

**IMPORTANT:** Do not expose children, pets, or nontarget animals to rodenticides. To help to prevent exposure:

1. Store unused product out of reach of children and pets.
2. Apply bait in locations out of reach of children, pets, domestic animals and nontarget wildlife, or in tamper-resistant bait stations. These stations must be resistant to destruction by dogs and by children under six years of age, and must be used in a manner that prevents such children from reaching into bait compartments and obtaining bait. If bait can be shaken from bait stations when they are lifted, units must be secured or otherwise immobilized. Stronger bait stations are needed in areas open to hoofed livestock, raccoons, bears, or other potentially destructive animals, or in areas prone to vandalism.
3. Dispose of product container and unused, spoiled, or unconsumed bait as specified on this label.

Bait stations are mandatory for outdoor, above-ground use. Tamper-resistant bait stations must be used wherever children, pets, non-target mammals, or birds may have access to the bait placement location.

**USE RESTRICTIONS:** This product may only be used to control the following rodent pests in and around man-made structures: House mouse (*Mus musculus*), Norway rat (*Rattus norvegicus*), Roof rat (*Rattus rattus*), Cotton rat (*Sigmodon hispidus*), Eastern harvest mouse (*Reithrodontomys humuli*), Golden mouse (*Ochrotomys nuttalli*), Polynesian rat (*Rattus exulans*), Meadow vole (*Microtus pennsylvanicus*), White-throated woodrat (*Neotoma albigula*), Southern plains woodrat (*Neotoma micropus*), and Mexican woodrat (*Neotoma mexicana*). This product must be used in and within 100 feet of man-made structures constructed in a manner so as to be vulnerable to commensal rodent invasions and/or to harboring or attracting rodent infestations. Examples of such structures include homes and other permanent or temporary residences, food processing facilities, industrial and commercial buildings, trash receptacles, agricultural and public buildings, transport vehicles (ships, trains, aircraft), docks and port or terminal buildings and related structures around and associated with these sites. Fence and perimeter baiting, beyond 100 feet from a structure as defined above, is prohibited. This product must not be applied directly to food or feed crops.

This product may only be applied to active burrows to control rats within 100 feet of buildings and man-made structures constructed in a manner so as to be vulnerable to commensal rodent invasions and/or to harboring or attracting rodent infestations provided that infestations of these rodents have been confirmed. Efforts should be made to remove food trash, garbage, clutter and debris. Bait must be placed no less than 6 inches into active rat burrows. Do not broadcast bait.

Do not use in sewers. Do not place near or inside ventilation duct openings. Do not contaminate water, food, feedstuffs, food or feed handling equipment, or milk or meat handling equipment or surfaces that come into direct contact with food. When used in USDA inspected facilities, this product must be applied in tamper-resistant bait stations.

Do not sell this product in individual containers holding less than 16 pounds of bait.

**SELECTION OF TREATMENT AREAS:** Determine areas where rats, mice, or meadow voles\* will most likely find and consume the bait. Generally, these areas are along walls, by gnawed openings, in or beside burrows, in corners and concealed places, between floors and walls, or in locations where rats, mice, or meadow voles\* or their signs have been seen. Protect bait from rain and snow. Remove as much alternative food as possible.

**APPLICATION DIRECTIONS:**

**RATS:** Apply 3 to 16 ounces of bait (at intervals of 15 to 30 feet) per placement in infested areas. Maintain an uninterrupted supply of fresh bait for at least 10 days or until signs of rat activity cease.

**MICE AND MEADOW VOLES\*:** Apply 1/4 to 1/2 oz. (1–2 level tablespoons) of bait per placement at 8 to 12 foot intervals in infested areas. Larger placements (up to 2 oz.) may be needed at points of very high mouse or meadow vole\* activity. Maintain an uninterrupted supply of fresh bait for at least 15 days or until signs of mouse or meadow vole\* activity cease.

**FOLLOW-UP:** Replace contaminated or spoiled bait immediately. Wearing gloves, collect and dispose of all dead, exposed animals and leftover bait. To prevent reinfestation, limit sources of rodent food, water, and harborage as much as possible. If reinfestation does occur, repeat treatment. Where a continuous source of infestation is present, establish permanent bait stations and replenish as needed.



**KILLS RATS, MICE & MEADOW VOLES\***

**Kills Warfarin Resistant Norway Rats and House Mice**

Norway rats and house mice may consume a lethal dose in one night's feeding with first dead rodents appearing four or five days after feeding begins.

ACTIVE INGREDIENT: Brodifacoum (CAS #56073-10-0): . . . . . 0.005%  
OTHER INGREDIENTS: . . . . . 99.995%  
†Contains Denatonium Benzoate TOTAL 100.000%

**KEEP OUT OF REACH OF CHILDREN  
CAUTION**

See side panels for First Aid and additional precautionary statements.

**STORAGE AND DISPOSAL**

Do not contaminate water, food or feed by storage or disposal.

**Pesticide Storage:** Store only in original container in a cool, dry place inaccessible to children and pets. Keep containers closed and away from other chemicals.

**Pesticide Disposal:** Dispose of wastes resulting from the use of this product in trash or at an approved waste disposal facility.

**Container Handling:** Nonrefillable container. Do not reuse or refill this container. [Plastic:] Offer for recycling or reconditioning; or puncture and dispose of in a sanitary landfill; or by incineration. In most states, burning is not allowed.

**WARRANTY:** To the extent consistent with applicable law, seller makes no warranty, expressed or implied, concerning the use of this product other than indicated on the label. Buyer assumes all risk of use and/or handling of this material when such use and/or handling is contrary to label instructions.

**NET WEIGHT: 25 lbs (11.3 kg)**

EPA REG. NO. 12455-90

EPA EST. NO. 12455-WI-1

Manufactured by:



3699 Kinsman Blvd.  
Madison, WI 53704 U.S.A.  
www.belllabs.com  
**MADE IN USA**

**PRECAUTIONARY STATEMENTS**

**Hazards to Humans and Domestic Animals**

**CAUTION:** Harmful if swallowed. Causes moderate eye irritation. Keep away from children, domestic animals and pets. Do not get in eyes or on clothing. All handlers (including applicators) must wear shoes plus socks, and gloves. Any person who retrieves carcasses or unused bait following application of this product must wear gloves.

**User Safety Requirements**

Follow manufacturer's instruction for cleaning/maintaining PPE. If no such instructions for washables, use detergent and hot water. Keep and wash PPE separately from other laundry. Remove PPE immediately after handling this product. Wash the outside of gloves before removing. As soon as possible, wash hands thoroughly after applying bait and before eating, drinking, chewing gum, using tobacco or using the toilet and change into clean clothing.

FIRST AID HAVE LABEL WITH YOU WHEN OBTAINING TREATMENT ADVICE	
<b>If Swallowed</b>	<ul style="list-style-type: none"> <li>• Call a poison control center, doctor, or 1-877-854-2494 immediately for treatment advice.</li> <li>• Have a person sip a glass of water if able to swallow.</li> <li>• Do not induce vomiting unless told to do so by the poison control center or doctor.</li> </ul>
<b>If in Eyes</b>	<ul style="list-style-type: none"> <li>• Hold eye open and rinse slowly and gently with water for 15–20 minutes.</li> <li>• Remove contact lenses, if present, after the first 5 minutes, then continue rinsing eye.</li> <li>• Call a poison control center, doctor, or 1-877-854-2494 immediately for treatment advice.</li> </ul>

NOTE TO PHYSICIAN
If swallowed, this material may reduce the clotting ability of the blood and cause bleeding. If ingested, administer Vitamin K <sub>1</sub> intramuscularly or orally. Vitamin K <sub>1</sub> is antidotal at doses of 10–20 mg (not mg/kg). Repeat as necessary based on monitoring of prothrombin times.

TREATMENT FOR PET POISONING
If animal eats bait, call veterinarian or 1-877-854-2494 at once.
NOTE TO VETERINARIAN
<b>Anticoagulant Brodifacoum:</b> For animals ingesting bait and/or showing poisoning signs (bleeding or elevated prothrombin times), give Vitamin K <sub>1</sub> at doses of 2–5 mg/kg. If needed, check prothrombin times every 3 days until values return to normal (up to 30 days). In severe cases, blood transfusions may be needed.

**ENVIRONMENTAL HAZARDS**  
This product is extremely toxic to mammals and birds. Dogs, cats and other predatory and scavenging mammals and birds might be poisoned if they feed upon animals that have eaten this bait. This pesticide is toxic to fish. Do not apply directly to water, or to areas where surface water is present or to intertidal areas below the mean high water mark. Runoff also may be hazardous to aquatic organisms in water adjacent to treated areas. Do not contaminate water when disposing of equipment wash water or rinseate.

**\*Not permitted for use against the following species in California:**  
Cotton rat, Eastern harvest mouse, Golden mouse, Polynesian rat, Meadow vole, White-throated woodrat, Southern plains woodrat, and Mexican woodrat

